

CV Media, Inc.
ADVERTISING, MARKETING & MEDIA



DIGITAL POLITICAL CAMPAIGNS

USING PROGRAMMATIC DIGITAL & SOCIAL
MEDIA ADVERTISING TO REACH TARGET
VOTERS WITH CAMPAIGN MESSAGES

CV MEDIA, INC.'S SOLUTION FOR CANDIDATES:

- ✓ 100% Transparent and Accountable!
- ✓ Full disclosure on all websites, geography (by cities) and data targeting used
- ✓ Industry leading dashboard for clear and accurate same-day reporting
- ✓ Campaign optimization by algorithms and trained professionals
- ✓ Custom digital campaigns that are client specific, not cookie-cutter



CONTACT US FOR A CUSTOM PROPOSAL:
CHARMAINE SEAVY
860-651-8123 or cell 860-305-5897
charmaine@cvmediainc.com



POLITICAL DATA TARGETING

CV Media, Inc. provides candidates the ability to reach key voters with customized messaging based on party affiliation, voting propensity, issues and advocacy and more!

WHO DO YOU WANT TO REACH?

- ✓ Registered Voters
- ✓ Political Campaign Donors
- ✓ Democrats / Liberals
- ✓ Republicans / Conservatives
- ✓ Independents
- ✓ Female or Male Voters
- ✓ Voters with Children
- ✓ Millennial Voters
- ✓ Senior Voters
- ✓ Voters by Ethnicity
- ✓ New Movers to the Area
- ✓ People who don't vote – encourage people to get out to the polls!

HOW WE REACH THEM ... BEHAVIORAL TARGETING!

OUR HIGH-QUALITY DATA DELIVERS YOUR MESSAGE TO THE RIGHT AUDIENCES FOR MORE EFFECTIVE & COST-EFFICIENT CAMPAIGNS

- News & Politics > Democratic Party or Republican Party
- ALC Political Precision > Voters by Demographics > Married Voters
- Politics > Political Affiliation > Democrat or Republican or Independent
- Interest > Politics > Politics - Registered Voters –Democrat or Independent
- Political Donor Propensity > Democrat or Liberal Causes Donors
- Politics > Leaning Democrat or Leaning Republican
- Voters by Voting History > Early & Absentee Voters
- Politics > Female Voter
- Lifestyle and Interests > Television > Watches Political TV-Liberal
- Voter > Party > Non-Partisan
- Voter Profile > Socially Liberal
- Interests > Politics & Society > Environmental Issues Enthusiasts
- Politics > Likely Political or Public or Civic Activities > Healthcare Issues
- Interest > Politics > Politics - Likely Voter
- News & Politics > Democratic Party

DIGITAL ADVERTISING – BUYER BEWARE!

Not All Digital Advertising Companies Are Created Equal!

Whether deciding to bring your digital advertising strategy “in-house” or engaging with a digital advertising company/professional, advertisers need to make sure that they have researched and vetted who they have selected to work with, understand the working relationship and deliverables and ensure they are getting what they are paying for.

CV Media, Inc. has a nearly 10-year partnership with TargetonStar, LLC, a Connecticut-based, international digital media company that specializes in cutting-edge programmatic solutions for advertisers by leveraging powerful data and effective online media strategies.



Things to look for when selecting a digital partner:

- ✓ **Industry Leader with Powerful Partnerships** – Unlike many digital companies who are merely placing ads for advertisers through smaller self-serve platforms with limited access to online inventory or targeting data, CV Media Inc. & TargetonStar have a long-standing seat on the industry’s leading DSP and curated relationships with a variety of data partners. This provides advertisers with the power to find *their audiences* wherever they are online!
- ✓ **You Need Digital Experts – Not “Add-On” Services** – In the competitive world of advertising, many Print, TV, & Radio companies whose main focus is NOT digital will add these services to gain more revenue....but is that the *best choice* for you as an advertiser? NO! CV Media, Inc., backed by the digital experts at TargetonStar provide clients the industry knowledge and resources that advertisers need for successful and effective campaigns.

DIGITAL ADVERTISING – BUYER BEWARE!

Not All Digital Advertising Companies Are Created Equal!

Things to look for when selecting a digital partner (continued):

- ✓ **Ongoing Optimization & Campaign Management** – While digital advertising can seem like a “set it and forget it” type of product, it is important that your campaigns are optimized for performance as it runs. With CV Media, Inc. campaigns, we use AI (Artificial Intelligence) to continuously optimize the campaign, as well as the firsthand management of professional digital traders to make campaign recommendations as needed.
- ✓ **Campaign Accountability & Transparency** – With digital advertising, many times companies are not able to provide detailed reports on the delivery of the ads and how your budget was spent. With CV Media, Inc., advertisers have access to a real-time dashboard that reports on campaign delivery and engagement for impressions, clicks, view-through conversions, budget spend, geography, audiences, etc. so that you can track your campaign as needed.

REPORTING DASHBOARD

Advertiser: Currently Advertising All Sample

Campaign: Running All

Date Range: 1/1/2016 To: 8/10/2021

Include Campaigns: Exclude Campaigns: Exclude Completed

Search Results: DISPLAY = Desktop/Tablet/Mobile Websites (no In-App, Video or CTV)

Combined Programmatic Search eBlasts Exclude Retargeting VTCs

Campaigns Ad Groups Creatives Completion Rates Devices Ad Placements Geo Data

Campaign Name	Campaign Type	Status	Start	End	CPM	Budget	Spend	Impressions	Clicks	CTR	VTC	
Ansonia Democrats - Vote Nov. 5 - Display with Apps	cx9fakob	DisplayWithApp	10-15-2019	11-05-2019	10.00	\$1,071.43	\$933.25	92,657	192	0.207	Gratch	2
Behavioral Targeted Display Banners	02e3la5	DisplayWithApp	02-19-2019	02-26-2019	11.41	\$1,370.00	\$1,370.02	120,072	233	0.194	Gratch	7
Colchester Democrats - Vote Nov. 5 - Display with Apps	td2avlg	DisplayWithApp	10-15-2019	11-05-2019	10.00	\$1,071.43	\$934.31	92,682	225	0.243	Gratch	23
Contextual Targeted Display Banners	hY1tlk	ContextualDng	02-19-2019	02-26-2019	11.50	\$230.00	\$230.00	20,000	32	0.16	Gratch	0
Conventry Democrats - Vote Nov. 5 - Display with Apps	qf1wz8	DisplayWithApp	10-15-2019	11-05-2019	10.00	\$1,071.43	\$923.16	91,489	202	0.221	Gratch	19
Danbury Democrats - Vote Nov. 5 - Display with Apps	yp2p2sp	DisplayWithApp	10-15-2019	11-05-2019	10.00	\$1,371.43	\$1,196.76	118,702	200	0.168	Gratch	35
Derby Democrats - Vote Nov. 5 - Display with Apps	e8rn939o	DisplayWithApp	10-15-2019	11-05-2019	10.00	\$1,071.43	\$951.76	94,607	197	0.208	Gratch	16
Farfield Democrats - Vote Nov. 5 - Display with Apps	m3nqazc	DisplayWithApp	10-15-2019	11-05-2019	10.00	\$1,371.43	\$1,202.78	119,313	181	0.152	Gratch	26
GOTV 2020 - Early Voting Behavioral Targeted Display Banners	DisplayWithApps	Completed	09-19-2020	10-20-2020	10.00	\$2,000.00	\$1,999.97	199,997	209	0.105	Gratch	234
Jill Oberlander -Greenwich -Vote Nov. 5 - Display with Apps	65udn5	DisplayWithApp	10-15-2019	11-05-2019	10.00	\$1,071.43	\$928.84	92,077	199	0.216	Gratch	5
Litchfield Democrats - Vote Nov. 5 - Display with Apps	4ogzbtg	DisplayWithApp	10-15-2019	11-05-2019	10.00	\$1,071.43	\$1,040.41	103,837	201	0.194	Gratch	0
Madison Democrats - Vote Nov. 5 - Display with Apps	1y1stld	DisplayWithApp	10-15-2019	11-05-2019	10.00	\$1,071.43	\$928.06	91,944	214	0.233	Gratch	10

POLITICAL CAMPAIGN PROGRAMMATIC DIGITAL ADVERTISING

How our Custom Political Digital Campaigns Works:

1. Select your Geographic Target Area:

- ✓ Zip Codes, City Level, County, DMA Level, State Level, National

2. Select Your Audience

- ✓ Registered Democrats / Liberals
- ✓ Independents
- ✓ Registered Republicans / Conservatives
- ✓ All Voters / Voter Data based on Past Elections, or Non-Voters
- ✓ People interested in Environmental Issues / Healthcare Issues / Educational Legislation and More...
- ✓ Behavioral and Lifestyle Targeting, such as family composition, demographics, community activism, lifestyle, etc.

3. Creative Artwork

- ✓ The CV MEDIA,INC. team can design a set of Display Banners, if needed. Or Display Banner artwork can be supplied to CV MEDIA,INC. in the specs required. Referrals available for video production.
- ✓ *NOTE: Every political candidate, organization and Town Committee must have a website to which the digital creative assets or social media ads (web display banner ads, videos, etc.) can click through. Even a simple website of just a “brochure site” mimicking the look of a walk card can work.*



NOTE: Payment is due in advance for each media schedule before placement can be made and prior to campaign running for agreed upon number of impressions. Candidates must sign political authorization forms and provide attribution for all ads.

Note: Campaign proposals may change based on competitiveness of geographic market and political issues/position. Client will approve campaign proposal/budget prior to campaign launch.

PAID SOCIAL MEDIA ADVERTISING FOR POLITICAL ISSUES

How is Paid Social Media Advertising Differs from Organic Social Posts?

CV Media, Inc.'s paid Social Media Advertising program helps political advertisers reach social media audiences whom they would not normally be able to reach with organic posts and interactions.

Through paid social media advertising, candidates and political organizations can use in-newsfeed display banners, videos, content posts and other ad formats to promote their causes, positions, and secure votes. With paid social media advertising, CV Media, Inc. can target followers/fans or specific pages, behavioral and demographic targeting based on user profiles, etc. and the ads allow for engagement such as clicks, shares, likes, etc.

Unlike organic/unpaid posts or boosted posts that only reach about 1%-2% of the organization's/candidate's page's followers/fans, CV Media, Inc.'s paid social media ads will reach social media users in a specific geographic area, both new and already engaged, and provides campaign reporting of ad delivery data such as impressions, clicks, shares, likes, etc.

Note: For Paid Social Media Advertising campaigns, admin access to the candidate's/organization's Facebook Business page will be required.



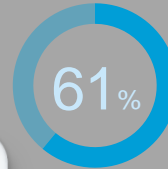
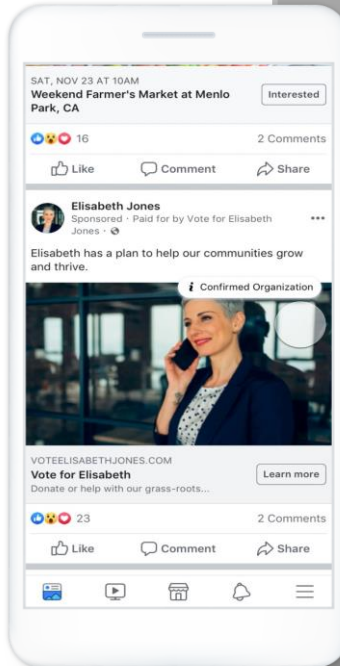
PAID SOCIAL MEDIA ADVERTISING FOR POLITICAL ISSUES

Display Banners and Video on Facebook & Instagram

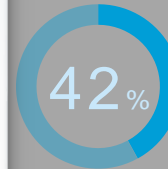
Use the power of social media to be a part of the discussion! Influence the way people think about a topic or a candidate and use their voice to shape culture and influence others, such as:

- Helping people to change their mind or solidify their point of view
- Influencing the way people act
- Changing buying behavior
- Helping people choose which businesses to support, who they donate to, or which candidate to vote for, which may impact real-world outcomes, like elections

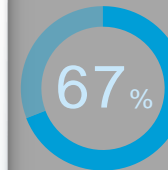
Source: 1. Sprout Social, #BrandsGetReal: Brands Creating Change in the Conscious Consumer Era, Nov 2019. 2. 2018 Edelman Earned Brand Report, Oct 2018



61% of consumers will conduct further research on a social issue when prompted by a brand or organization



42% are likely to vote for a specific candidate when prompted by brands or organizations taking a stand on an issue



67% of believe-driven buyers bought a brand for the first time because of its position on a controversial issue



SOCIAL MEDIA ADVERTISING – VERIFICATION PROCESS

Before political parties can launch advertising campaigns, or even boost posts on social platforms like Facebook and Instagram, they **MUST** complete a verification process.

To run ads, boost posts, etc. about social issues, elections or politics, advertisers are required to:



Authorization

Complete the authorizations process in the country they want to run ads in



Identity

Prove who they are and where they are located



Disclaimer

Include verified "Paid for by" disclaimers in their ads to help us confirm the legitimacy of an organization and show people who's behind the influential ads



Transparency

Ads marked as 'about social issues, elections or politics' are entered into the Ad Library for seven years



Link to More Information on Facebook:
<https://www.facebook.com/business/help/2992964394067299?id=288762101909005>

BANNER ADS ON PREMIUM WEBSITES

Desktop, Tablet & Mobile Websites & Apps

CV Media, Inc. makes sure your programmatic ad campaign runs on premium and local websites your voters know and trust.



And More!

PROGRAMMATIC DIGITAL VIDEO & CONNECTED TV

PRE-ROLL, IN-BANNER VIDEO & CONNECTED TV ADVERTISING



WHY ADD PREMIUM TV TO YOUR PROGRAMMATIC PLAYBOOK

Data-driven targeting. Use first- and third-party data to reach your most valuable audiences on every screen – just like with your digital campaigns.

- ✓ **Better measurement.** Track the impact of your Digital Video and CTV campaigns with digital and traditional metrics, including video completion rates, audience segment engagement.
- ✓ **Smarter retargeting.** Re-engage viewers within households on multiple devices across streaming devices, computers, tablets, and mobile phones. Send display banner ads to people who have viewed your video on all devices throughout the household and mobile devices.
- ✓ **Premium inventory.** Run your ads alongside news programming, popular TV shows and movies, in front of an audience that's fully invested.



3 Easy Steps to Launch Your Digital Video & CTV Campaign

1. Define Your Audience and Geo-Targeting.
2. Provide Your Video Creative.
3. Let CV Media Inc. implement, optimize and provide real-time reporting on your behavioral-targeted and geo-targeted Digital Video and Connected TV campaigns.



MULTI-CHANNEL DIGITAL PRODUCTS & SOLUTIONS

Reach target audiences on all devices with a multi-format approach.

Behavioral-Targeting & Retargeting Display Banner Advertising – Desktop/Tablet/Mobile Websites & In Apps

Delivering display banner ads to online users on all devices based on specific data-targeting parameters: demographics, political affiliations and history, interests, charitable contribution and support, etc.

Premium-Sized Display Banner Ads

High-impact, large format display banners (970x250 & 970x90) that typically run at the top of a webpage, ensuring above-the-fold placement and increased visibility on premium websites.

Contextual Targeting Display Banners

Delivering display banner ads to online users based on websites and web pages with specific content (articles/text) related to selected Topics/Categories (i.e. Health: Pediatrics, Law, Gov't & Politics: Politics). Contextual targeted ad delivery can also be geo-targeted to region, DMA, city, zip code, etc.

Digital Video, Includes No-Charge 300 x 250 Companion Banner

Delivering 10-, 15- or 30-second videos to behaviorally-targeted online users as pre-roll or video content on news and premium video websites based on specific data-targeting parameters: demographics, incomes, interests, past purchases, purchase intents and geographic location.

Connected TV / OTT Advertising

Delivering produced video advertising spots (15-, and 30--second spots) to targeted audiences who subscribe to a streaming or on-demand television content service before and within their customized programming selections. Through digitally accessing connected devices (Smart TVs, FireStick, Apple TV, Roku, etc.) Connected television ads are delivered specifically to streaming/subscription content viewers who meet the advertiser's target audience profile.

Streaming Audio & Display Banners (50/50 Audio & Banners) or Spotify, Audacy (CBS/Entercom), iHeart

Deliver streaming, non-skippable 15- or 30-second audio spots to Spotify users on Desktop, Tablet and Mobile Devices as well as display banners on the Spotify App.

Data-Targeted Email Marketing

Reach thousands of voters in their inbox with behavioral-targeted Email Marketing. Email compelling campaign messages to audiences based on political party, voter registration status, political donor affinity, income, age, etc. to specific zip/city.



DEVICES, ENVIRONMENTS & AD SPECS

DEVICES:

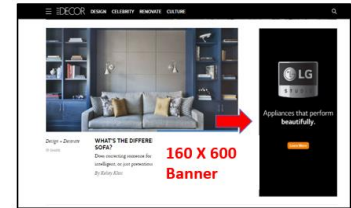
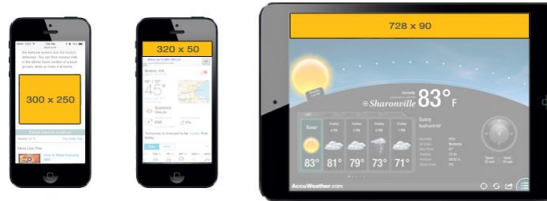
- Desktop
- Tablet
- Mobile

DIGITAL ENVIRONMENTS:

- Full Scale Website
- Mobile Website
- In-App

ADDITIONAL FORMATS

INCLUDE: Connected TV (15- or 30- sec. only), Digital Video (6-sec.-30-sec.), and Audio.



Display Banner Ad Specs

File Format: Animated GIF, PNG, JPEG or HTML5 Please include a border on all sides of each banner ad.

(Specs are in Pixels - width x height)

Display Banners - File Size: 150K Max

- 300 X 250
- 728 X 90
- 160 X 600
- 300 X 600
- 336 X 280

Mobile Banners - File Size: 40K Max

- 320 X 50
- 320 x 100

Premium Banners - File Size: 150KB Max

- 970x250
- 970x90

Social Media Display Banners (Static)

- 1080x1080
- 1200x900



LET'S GET STARTED!

No media is good or bad, but each serves a purpose for a different target audience and candidate. CV Media, Inc. plans/negotiates/buys media for Programmatic Digital, Connected TV-OTT, Social Media, Email marketing, Radio, TV, Cable TV, Print, Out-of-Home

Contact CV MEDIA, INC. at 860-651-8123 or cell 860-305-5897 or via email at charmaine@cvmediainc.com for a 30-minute Free Consultation about your customized plan before the political season passes you by!



STRATEGIC MEDIA PLANNING



Charmaine Seavy
Founder & President
of CV Media, Inc.

Contact Now
860-305-5897

POLITICAL & ISSUE CAMPAIGNS
Digital Advertising
Social Media
TV & Cable
Radio & Print
Outdoor & Transit

Get a Bigger BANG for your Marketing BUCK!

CV Media, Inc.
ADVERTISING, MARKETING & MEDIA

Let the CV Media, Inc. team help you achieve your campaign goals through higher media impact, directly reducing media costs, and uncovering significant added value opportunities.

We'll give you an honest, independent assessment—no gimmicks...and definitely no heavy sales pitch.